



NEWS RELEASE

SeaWorld Entertainment, Inc. Launches National Television Advertising Campaign Highlighting Its Commitment To Killer Whale Care

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ORLANDO, Fla., April 6, 2015 /PRNewswire/ -- SeaWorld Entertainment, Inc. today launched a national television and online advertising campaign that reinforces the truth about the company's commitment to its killer whales. The ad, which features members of the company's zoological team, begins airing today on network and cable programming and online.

The **ad** is scheduled to run in concert with the company's recently **announced** "Meet the Animals" national brand advertising campaign.

"The men and women who care for the animals living in our parks are our most passionate advocates," said Jill Kermes, Senior Corporate Affairs Officer for SeaWorld Entertainment. "There is no better way to convey the depth of our commitment to these animals and the sophistication of our care than to hear the facts from our veterinarians, trainers, keepers, animal rescue experts, and curators."

The ad features Dr. Lara Croft, a veterinarian at SeaWorld Orlando, and Pedro Ramos-Navarrete, a senior member of the park's animal rescue team. Croft and Ramos-Navarrete address many of the common misperceptions about SeaWorld's whales, including how long they live and where they come from. Croft says, "With the highest standard of animal care in the world, our whales are healthy and thriving...I wouldn't work here if they weren't."

The ad emphasizes that for SeaWorld team members killer whale care is an emotional and personal issue. "We love these animals and do everything in our power to assure that they're happy and healthy," said Kermes.

The ad is part of SeaWorld Entertainment's recently launched national reputation campaign, which also includes print and online advertising, **online video**, and social media. The centerpiece of the campaign is a website at AskSeaWorld.com that answers many of the questions posed to SeaWorld about how the company cares for, displays and educates the public about its animals. Questions also are answered on SeaWorld's YouTube channel, SeaWorldCares.com and SeaWorld.com/Truth. Questions come primarily from Twitter and Facebook.

The campaign is part of SeaWorld's response to animal extremist organizations like PETA, groups that have long targeted SeaWorld and other institutions as part of a larger agenda to close zoos and aquariums. In the past two years, PETA has issued more than 110 press releases about SeaWorld, filled with inaccuracies about the company's animal care. This campaign sets the record straight and ensures that the public has access to the facts about the company.

"So far we've replied to more than 300 great questions from people who are truly interested in a dialogue," said Kermes. "And, despite efforts by PETA and others to disrupt the process, engaging in this kind of real conversation with people who have legitimate questions about what we do has been gratifying and very well received."

While the new advertising launched today focuses on SeaWorld's ongoing commitment to killer whales, the Ask SeaWorld campaign is an opportunity for the public to ask questions about all of the animals cared for in SeaWorld parks. Further, people can learn about how SeaWorld is helping care for and conserve marine animals through its research programs and animal rescue efforts.

For more information on the campaign, please visit www.seaworldcares.com.

About SeaWorld Entertainment, Inc.

SeaWorld Entertainment, Inc. (NYSE: SEAS) is a leading theme park and entertainment company delivering personal, interactive and educational experiences that blend imagination with nature and enable its customers to celebrate, connect with and care for the natural world we share. The Company owns or licenses a portfolio of globally recognized brands including SeaWorld®, Shamu® and Busch Gardens®. Over its more than 50-year history, the Company has built a diversified portfolio of 11 destination and regional theme parks that are grouped in key markets across the United States, many of which showcase its one-of-a-kind zoological collection of approximately 89,000 marine and terrestrial animals. The Company's theme parks feature a diverse array of rides, shows and other attractions with broad demographic appeal which deliver memorable experiences and a strong value proposition for its guests.

SeaWorld Entertainment, Inc. is one of the world's foremost zoological organizations and a global leader in animal

welfare, training, husbandry and veterinary care. The Company collectively cares for what it believes is one of the largest zoological collections in the world and has helped lead advances in the care of animals. The Company also rescues and rehabilitates marine and terrestrial animals that are ill, injured, orphaned or abandoned, with the goal of returning them to the wild. The SeaWorld rescue team has helped more than 25,000 animals in need over the last 50 years.

Copies of this and other news releases as well as additional information about SeaWorld Entertainment, Inc. can be obtained online at www.seaworldentertainment.com. Shareholders and prospective investors can also register to automatically receive the Company's press releases, SEC filings and other notices by e-mail by registering at that website.

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To view the original version on PR Newswire, visit: <http://www.prnewswire.com/news-releases/seaworld-entertainment-inc-launches-national-television-advertising-campaign-highlighting-its-commitment-to-killer-whale-care-300061448.html>

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